
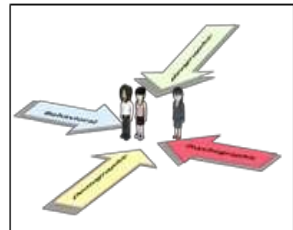



W3	Learning Area	ENTREPRENEURSHIP	Grade Level	11/12
	Quarter	1	Date	

IV. LEARNING PHASES	Suggested Timeframe	Learning Activities
A. Introduction Panimula	120 mins	<p>In this lesson, you will be learned about the potential market, nature and concept of market identification, types of market segmentation and the process of target marketing.</p> <p>What is Potential Market?</p> <ul style="list-style-type: none"> A part of the total population that has shown some level of interest in buying a particular product or service. (MBA Skool Team, 2018) A part of the market you can capture in the future. It includes the demographic group that are not currently your customers but could become customers in the future. (Lake, L. 2019) <p>It can help the company to understand the level of investment. If it has a very small market, it has a very small fraction of the total population that are shows interest in the product or category.</p> <p>For example, you want to calculate the potential market for face mask. For this, the entire population is divided into different segments which show interest in the product and then all the segments are added up. As we are in the new normal the product will be a part for our basic needs.</p> 

IV. LEARNING PHASES	Suggested Timeframe	Learning Activities								
		<p>Importance of Potential Market</p> <ol style="list-style-type: none">1. identifying new customers to ensure the future of your business.2. Think proactively about ways for your business to grow and change.3. Show the potential of your business to investors or collaborators.4. Increase your profit.5. Create a strategic plan when there will be changes in the economy or market. <p>I. MARKET IDENTIFICATION</p> <p>Market identification is a strategic marketing method that is proposed to define the detailed customer of the product. There are three strategic marketing methods that will assist the entrepreneur in defining the specific market of the product.</p> <p>A. Market Segmentation</p> <p>Dividing the market into these segments helped the entrepreneurs address the more specific market needs, media, pricing patterns and decision criteria in each of their different market segments.</p> <div></div> <div></div> <p>METHODS OF MARKET SEGMENTATION</p> <ol style="list-style-type: none">1. Demographic Segmentation is a method of dividing the whole market based on age, gender, ethnicity, income, level of education, religion and profession/role in the company. The purpose is to limit the market into their similarities and finding the best strategy to satisfy their needs and wants.2. Geographical Segmentation is a is often the easiest to identify and groupings the costumers based by their physical location. It can be defined by country, region, city and postal code. It can be also a part of seasonal segmentation came from the response of businesses to Covid – 19 pandemic.3. Psychological Segmentation is that the market is divided in terms of what the customers think and believe like the personality traits, hobbies, life goals, values, belief and lifestyles.4. Behavioral Segmentation is that the market is divided based on the variables such as perceptions, knowledge, reactions, benefits, loyalty and responses. <table><tr><th>PRODUCT</th><th>METHODS OF SEGMENTATION</th></tr><tr><td>Face Shield</td><td>Geographical Segmentation</td></tr><tr><td>Lipstick</td><td>Psychological Segmentation</td></tr><tr><td>Soap</td><td>Behavioral Segmentation</td></tr></table>	PRODUCT	METHODS OF SEGMENTATION	Face Shield	Geographical Segmentation	Lipstick	Psychological Segmentation	Soap	Behavioral Segmentation
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		<p style="text-align: center;">Example in Methods of Market Segmentation</p> <p>Market segmentation is a strategy that can assist the entrepreneur in identifying the particular similar segment to serve. The consumer population basically has different attitudes, perceptions, inclinations or responses.</p> <p>The following are the important factors must be considered in segmenting the market.</p> <ol style="list-style-type: none">1. Accessibility of the market segment. The market segment must be accessible to the business2. Size of the market segment. The market segment must be large enough to provide wealth to the entrepreneurial venture.3. Distinction of the market segment. The market segment must be easily differentiated. <p>II. Market targeting is a stage in market identification process that aims to determine the set of buyers with common needs and characteristics.</p> <p>In the market targeting phase, the entrepreneur has already divided the total market and is now in the process of</p> <ol style="list-style-type: none">1. Evaluating each market segment and2. Selecting the target market segment or segments to serve <p>Available Market</p> <ul style="list-style-type: none">• Prospect who are willing and capable (have sufficient resources) buyers and have access to a particular market or service. (www.businessdictionary.com)• It is defined as the number of people who are both willing and capable of buying a particular product or service in a particular market. (www.mbaskool.com) <p>MARKET SEGMENT SELECTION</p> <table><tr><th colspan="4">Entrepreneurial Marketing Strategies</th></tr><tr><th rowspan="2">Individual or one- on- one marketing</th><th colspan="2">Segmentation Marketing</th><th rowspan="2">Mass or undifferentiated marketing</th></tr><tr><th>Differentiated marketing</th><th>Concentrated marketing</th></tr><tr><td>Products are tailored to the needs of individual consumers</td><td>Several segments are covered and products are designed to suit the specific needs of a particular segment</td><td>Only one or few segments are covered, but the product is designed for the majority of the consumers in the segment market.</td><td>Products are mass produced for the whole market where consumers are not differentiated.</td></tr></table>	Entrepreneurial Marketing Strategies				Individual or one- on- one marketing	Segmentation Marketing		Mass or undifferentiated marketing	Differentiated marketing	Concentrated marketing	Products are tailored to the needs of individual consumers	Several segments are covered and products are designed to suit the specific needs of a particular segment	Only one or few segments are covered, but the product is designed for the majority of the consumers in the segment market.	Products are mass produced for the whole market where consumers are not differentiated.
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IV. LEARNING PHASES	Suggested Timeframe	Learning Activities			
		Application of Entrepreneurial Marketing Strategies in Selected Segments			
		Entrepreneurial Marketing Strategies			
		Individual or one- on- one marketing	Segmentation Marketing		Mass or undifferentiated marketing
			Differentiated marketing	Concentrated marketing	
			Tailoring Shop	Different product of shampoo	
Examples of Entrepreneurial Marketing Strategies in Selected Segments					